

How Good Wayfinding and Exemplary Arts Programs Improve the Healthcare Environment and the Healing Experience

Presented by Annette Ridenour



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What is Wayfinding?

- It is a planned system of giving directions to your institution from any place on your campus to any destination on your campus. The verbal system gives instructions with no more than three items:
 - Campus Entrance
 - Parking Area
 - Building Entrance
- Zone/Elevator or Street/Elevator
- Floor
- Department/Room Number
- Signs, visual markers, and interior elements are all integral reinforcements to the system.

Wayfinding is a philosophy.

It is a method to look at the entire facility to:

- Improve customer satisfaction
- Positively affect operational outcomes
- Be a performance improvement tool
- Be an extension of the organizational brand

Wayfinding Components

Wayfinding is more than signs.

Exterior Signage

Exempla Good Samaritan
Medical Center



St. Mary's Hospital



Holy Name Hospital

Interior Signage and Graphics

AtlantiCare
Life Center



Northwest Texas
Medical Center



Exempla Good Samaritan
Medical Center

Orientation Maps Campus Maps



Schwab Rehabilitation Center

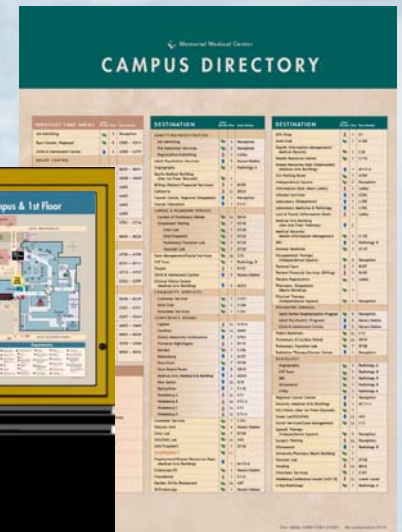


Cedars-Sinai Medical Center

Directories Information Centers Database Programming



Holy Name Hospital



Memorial Medical Center

St. Joseph's Mercy of Macomb

Landmark Artwork

Exempla Good Samaritan Medical Center



Memorial Medical Center



Flooring Designations

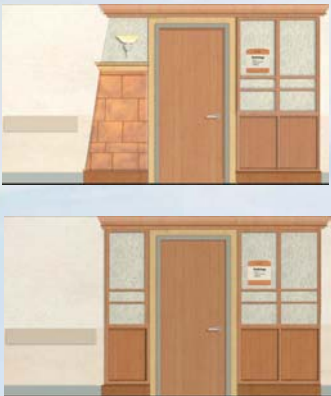


Memorial Medical Center



Holy Name Hospital

Destination Treatments



St. Mary's Hospital



Memorial Medical Center

Color, Finishes and Lighting



Holy Name Hospital



Before

Employee Training



St. Mary's Hospital

Memorial Medical Center

Wayfinding is a philosophy.

A successful project is a coordinated effort between partners who adhere to a set of guiding principles.

Valuable Team Members include:

- Facility Master Plan Team
- Architect, Landscape Architect and Interior Design Team
- Operations Team
- Signage and Art Team
- Public Relations Team
- IT Department

Wayfinding is a Core Component of Customer Service

It encompasses everything that influences the patient experience.

- Customer relations
- Admitting, registration, discharge
- Elevator utilization
- Patient, equipment, food services, and material flow

Wayfinding is a Core Component of Customer Service

Disney Approach to Customer Service and Wayfinding

We create a culture through our intentions and interactions.

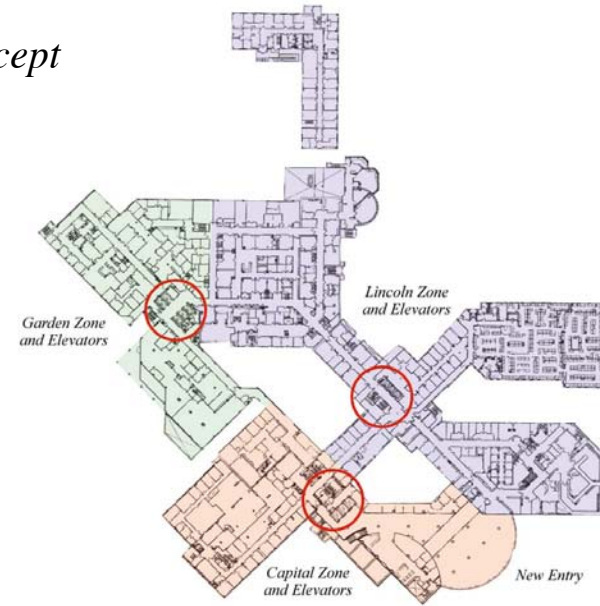
- Make all interactions count.
- Employees reinforce the brand
- Employees are always very positive and supportive of the customer and the system.

Case Study

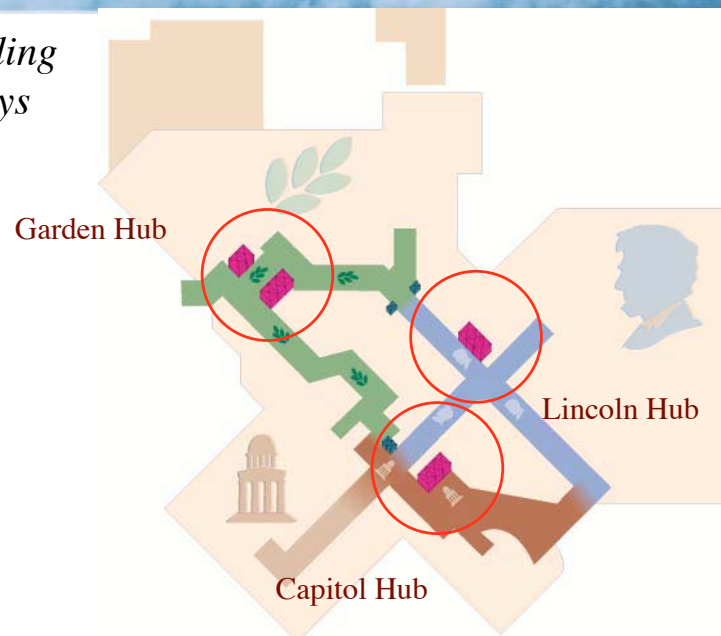
Memorial Medical Center Springfield, Illinois

A Zone System

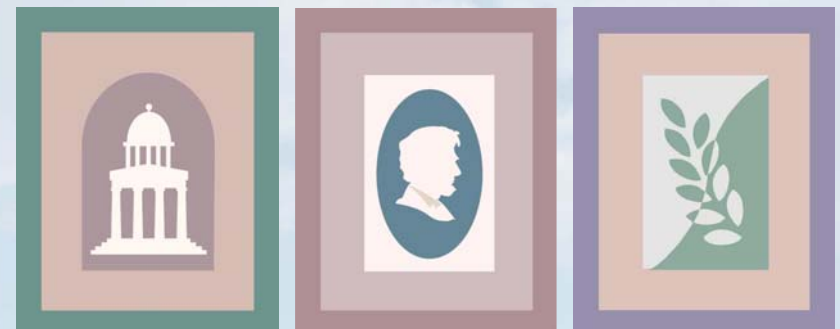
Concept



Wayfinding Pathways



Wayfinding Pathways and Icons



Capitol Hub



Garden Hub



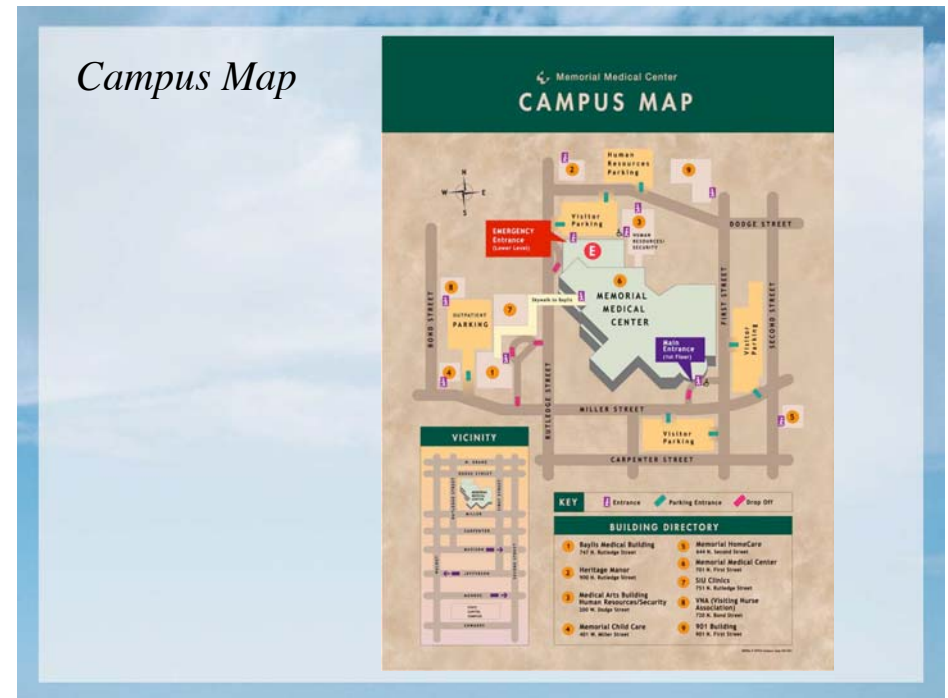
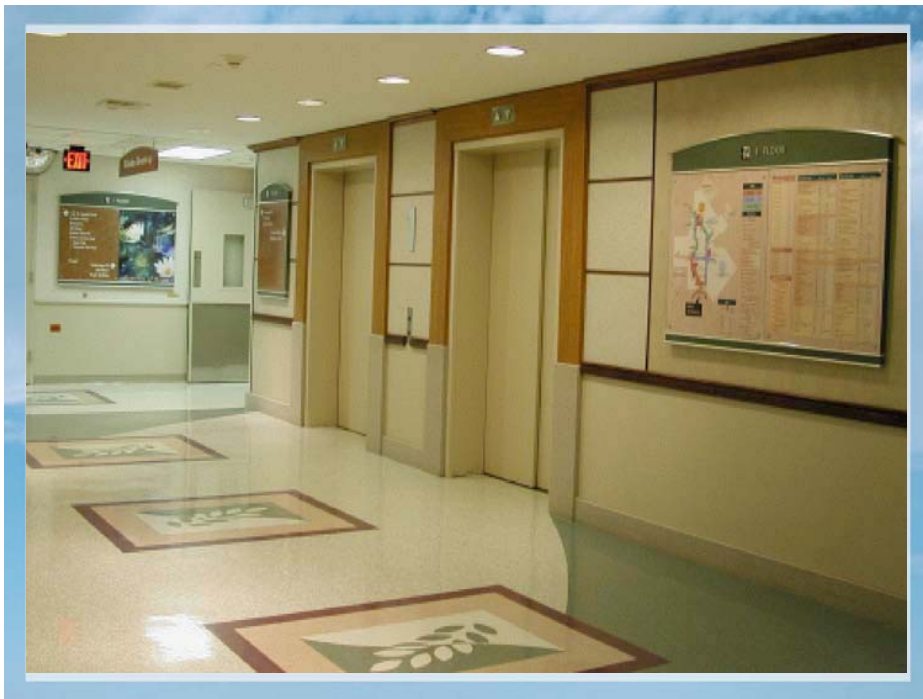
Typical Destination Treatment



Before



After



Campus Map



Directory

Memorial Medical Center CAMPUS DIRECTORY									
FLOOR ROOMS		DESTINATION		DESTINATION		DESTINATION		DESTINATION	
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Floor Map

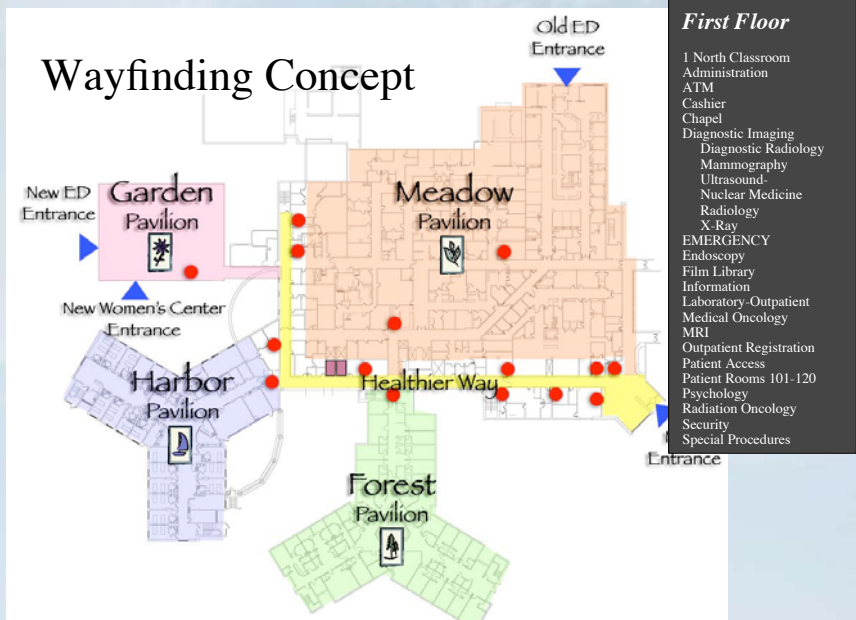


Case Study

AtlantiCare Regional Medical Center
Pomona, New Jersey

A Fully Integrated Art and Wayfinding System

Wayfinding Concept





Healthier
Way

[illegible]

1st Floor



Graphics



Ground Floor

Healthier Way

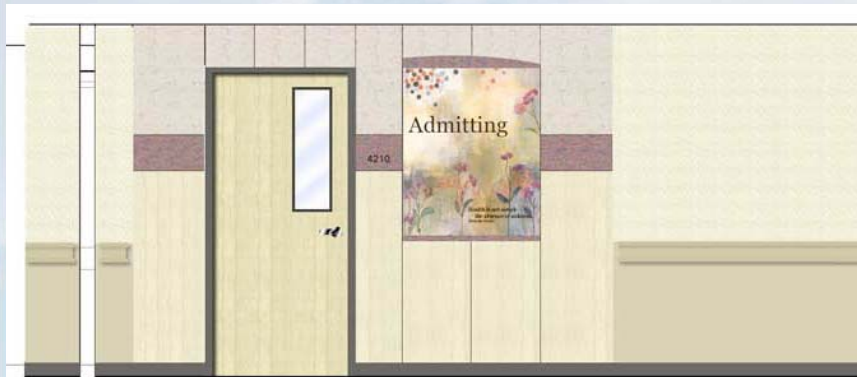




Interior Destinations

Integrating art and destination signage

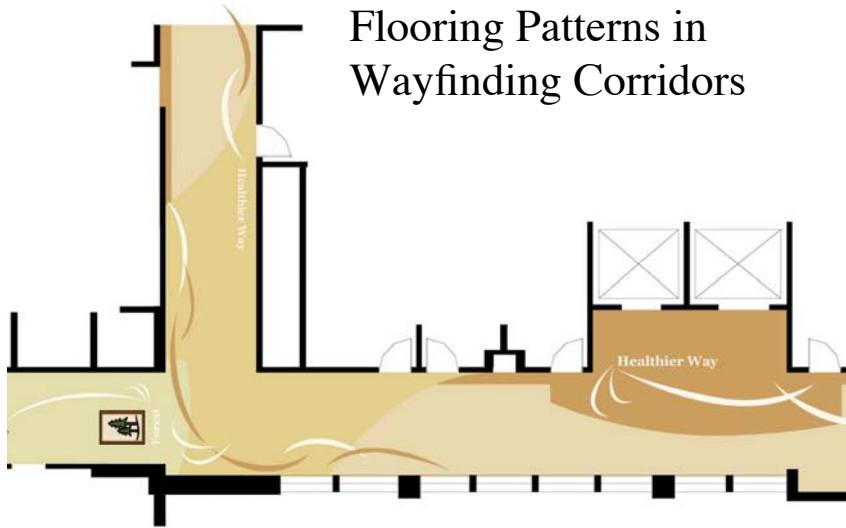
Primary Destination



Secondary Destination



Flooring Patterns in Wayfinding Corridors

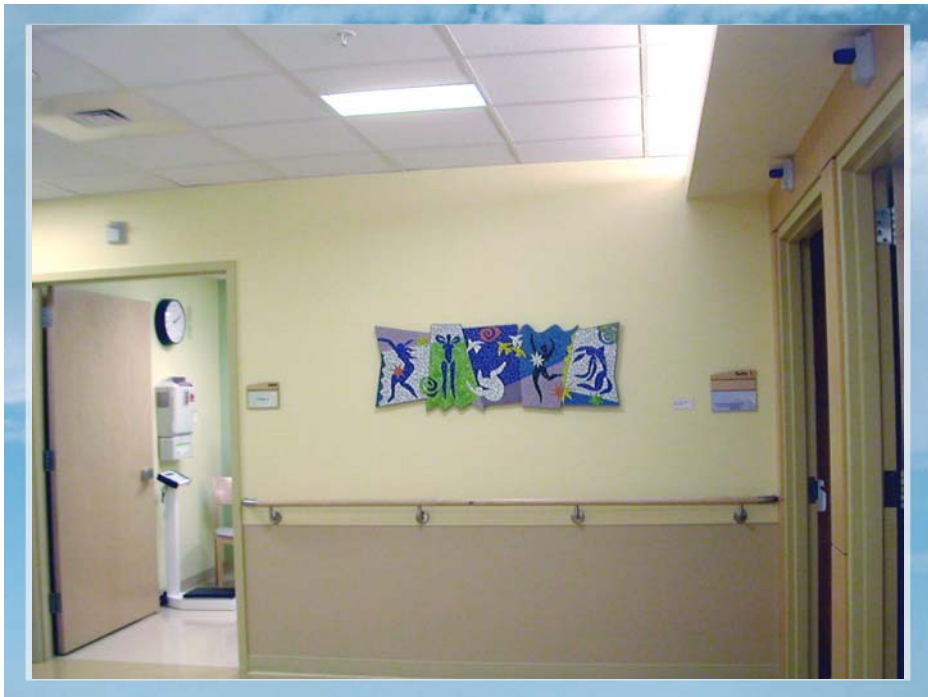


AtlantiCare Regional Medical Center Wayfinding and Art



Art supports the
community-based
wayfinding theme and
program
"The Dance of Women
and Nature"

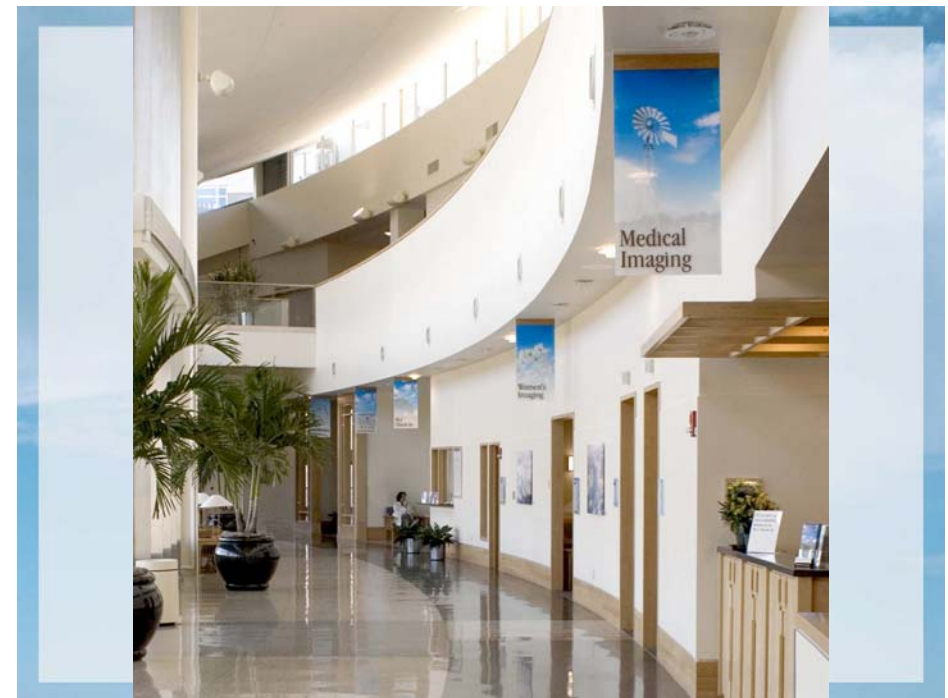
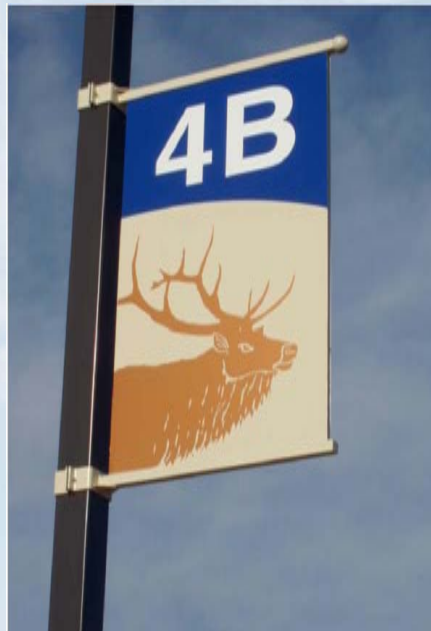


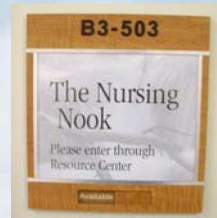


Case Study

Exempla Good Samaritan Medical Center Lafayette, Colorado

A Paper Sign Insert System that is Fully Integrated
with Art and Interiors





*Icons
identify
wayfinding
pavilions*



Sky



The Commons

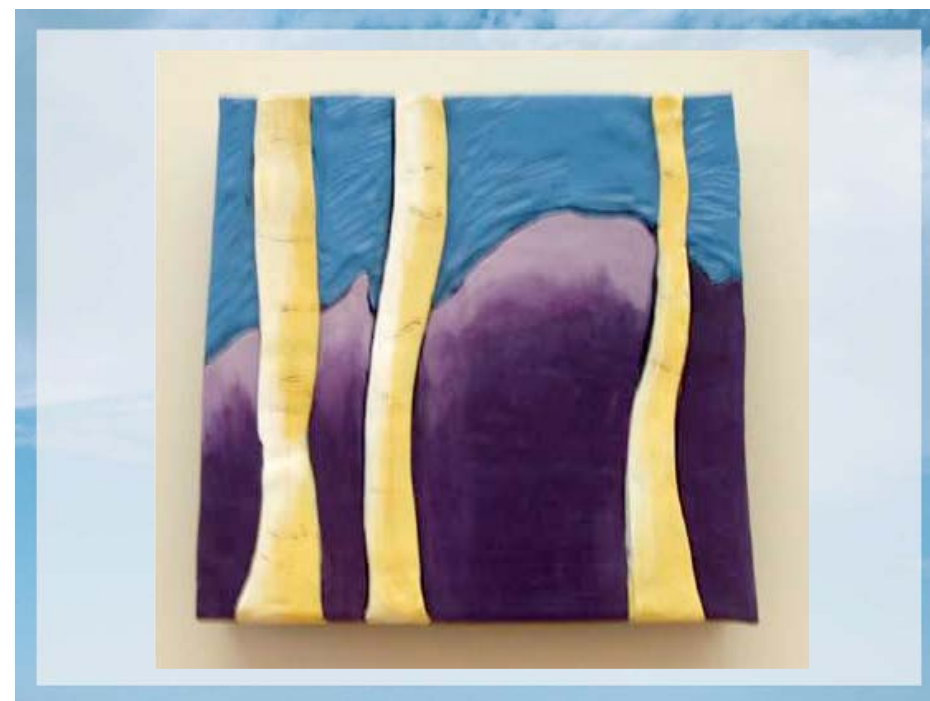


Clear Creek



Longs Peak

Wall sculpture
at the Sky
Pavilion
elevators





Exempla Good Samaritan Medical Center Wayfinding and Art



Art supports the community-based wayfinding theme and program

- Sky
- The Commons
- Clear Creek
- Longs Peak

The Aesthetics Approach

- Community-Based Regional Programs
- Evidence-Based
- Culturally Appropriate
- Economically Sound
- Improve Public and Community Relations
- Integrate with Architecture and Interiors



Community-Based Regional Programs

These programs:

- Highlight and utilize regional artists
- Provide economic support for the community
- Become a source of public pride



Evidence-Based Design

- Evidence-based design is the deliberate attempt to make building decisions on the best available research and verification to create a healing environment.
- Over the last ten years there have been over 100 published studies on the attributes of including arts in the healthcare environment.



Evidence-Based Design

“Nature is one of the most successful sources of positive distraction. Simply viewing a mural of a water scene has been shown to alter electrical activity in the brain, reduce levels of stress hormones and ease muscle tension.”

*Roger Ulrich
Texas A&M University*



Evidence-Based Design

“Good art can do good things for people and psychologically appropriate art can have a positive effect on recovery. Clinical studies have demonstrated that art can have positive therapeutic benefits such as less medication, less pain, improved attitudes.”

*Roger Ulrich
Texas A&M University*



Culturally Appropriate

Research the community and hospital culture:

- Identify patient populations
- Discuss appropriate imagery
- Look at the surrounding community
- Emphasize a theme



Improves Public and Community Relations

Press and Public Relations

- Involving community artists in the hospital makes great media stories
- Local artists become ambassadors for the hospital
- Donors may want to sponsor art
- Prints of featured pieces may be sold in the gift shop



Exempla Good Samaritan Medical Center Sample Art Mission

To create a place where arts coexist with people, process and the physical environment to create an experience with such compelling value that our patients and their families, physicians, and employees each experience the benefits.



Sample Arts Program Goals

1. Use art to create a sense of place and enhance our healing environment.
2. Use evidence-based methodologies to select artwork that facilitates the healing process.
3. Use art to bring the beauty of nature inside.



Sample Arts Program Goals

4. Provide patient-focused arts experiences that promote and sustain wellness.
5. Provide a visual and cultural bridge that supports the diverse communities the hospital serves.



Sample Arts Program Goals

6. Capture the essence of the story of the institution.
7. Complement the architecture and interior design of the hospital.
8. Provide unique inspiration and positive distractions for patients, staff and visitors.



- # Sample Arts Program Goals
6. Capture the essence of the story of the institution.
 7. Complement the architecture and interior design of the hospital.
 8. Provide unique inspiration and positive distractions for patients, staff and visitors.
- 



Art Tour

Exempla
HEALTHCARE

**Good Samaritan
Medical Center**

200 Exempla Circle
Lafayette, CO 80026
Main phone: 303-689-4000
www.exemplagoodssamaritan.org

Good Samaritan
Health System



Art Tour

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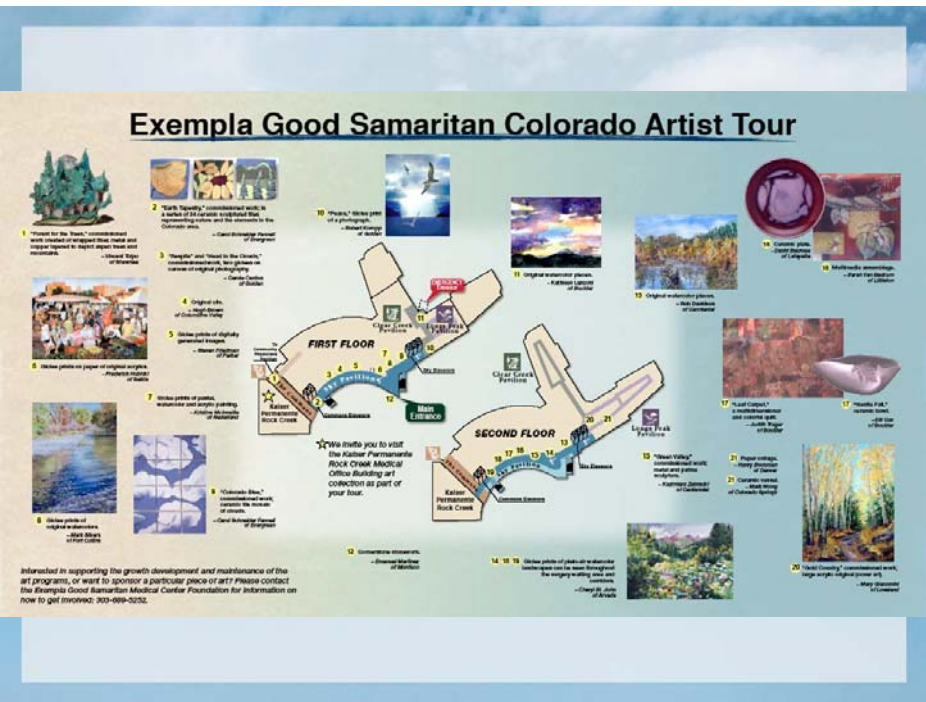
Art Tour

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Good Samaritan
Health System

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*Art for Healing
Garden Installations*







Evaluate the Arts Program

- Develop questionnaires for patients, families and staff to quantify if the program met the preliminary goals.
- Add questions about art to hospital patient satisfaction reports.
- Poll employees about comments they hear and observations they have on the arts program.

Patient Evaluations may include:

- Perception of wait time
- Comfort
- Calming environment
- Caring staff
- Interest in the comfort of the patient's family
- Overall satisfaction of the patient

Staff Evaluations may include:

- Staff morale
- Retention
- Staff perception of a calming environment
- Staff perception on improved customer satisfaction
- Medical errors
- Staff appreciation of work environment

Examples of Controlled Studies on the effect of art in health in diverse settings

- Aesthetic environments shorten post-operative recovery and hospital stay
- Art making reduces anxiety in patients with cancer and blood diseases
- Art making raises circulating endorphin and natural killer cell levels
- Cooperative play-acting and theater games raise pain thresholds and mood

Examples of Controlled Studies on the effect of art in health in diverse settings

- Creative writing lessens the physical symptoms of asthma and arthritis
- Creative writing reduces anxiety, depression and doctor visits
- Dancing improves circulation coordination and alertness in elders
- Music enhances sleep patterns alertness and growth of newborns

Examples of Controlled Studies on the effect of art in health in diverse settings

- Music lowers state and trait anxiety in patients after myocardial infarctions
- Music raises pain thresholds and reduces post-operative pain medications
- Sharing stories regularly lengthens lifespan of advanced cancer patients
- Sustained laughter lowers blood pressure and stress hormone levels

Cultural Identity Program



Biogen Idec

Culture Wall



Biogen Idec

Placemaker Display – Integrity



Biogen Idec

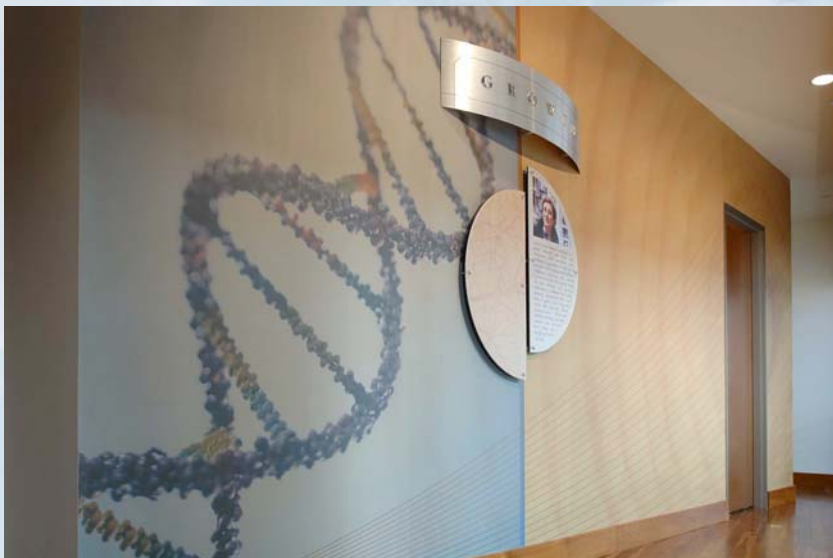
Placemaker Display – Teamwork



Biogen Idec



Placemaker Display – Vision



Biogen Idec

Placemaker Display – Growth



Biogen Idec

Placemaker Display – Strength



Biogen Idec

Placemaker Display – Achievement



Biogen Idec



Placemaker Display – Trust



Biogen Idec



Placemaker Display – Courage

AESTHETICS INC



Thank You